

MASSACHUSETTS CREATIVE ECONOMY COUNCIL

Meeting Minutes

May 17, 2012

First 2012 Massachusetts Creative Economy Council Meeting (MCEC) was held on Thursday, May 17, 2012, at One Ashburton Place, 21st floor, in Boston, Massachusetts, pursuant to notice duly given to the Council members and publicly posted on the Executive Office of Housing and Economic Development's website and filed with the Offices of the Secretary of State and the Attorney General.

The following council members were present and participated: Benjamin Brier, Anne Struthers, Betsy Wall (Designee), Helena Fruscio, Representative Sarah Peake, Peter Christie, Thomas Hopcroft, Tracy Swyst, Patricia Zaido, Senator Stanley Rosenberg (Designee), Senator Eileen Donoghue (Designee), Erin I. Williams, Debi Kleiman, Sam Aquillano, Tim Loew, Lee Heald, Carole Walton, Kathleen Bitetti, and Javier Torres

The following council members were present and participated via phone: Dawn Barrett (Designee), Wendy K. Northcross, Chancellor Martin T. Meehan (Designee), Megan Whilden, Lisa Strout, Tim Egan, Representative Steven S. Howitt (Designee)

The following staff from the Executive Office of Housing and Economic and Economic Development was present: Andrew Jackmauh and Adam Forkner

Agenda Item 1: Introductions

The meeting was called to order shortly after 3:00 p.m. Chairwoman Fruscio welcomed the group and each member of the Council introduced themselves. The Council voted for an approved the remote participation for all Council meetings.

Agenda Item 2: Creative Economy Industry Director Report

Chairwoman Fruscio began by sharing a Report of the happenings and progress in the creative economy statewide, both regionally and through different industry sectors. See Attachment A.

Agenda Item 3: Brief History of the Massachusetts Creative Economy Council

Chairwoman Fruscio, outlined the history of the MCEC. Representative Sarah Peake, explained an amendment filed to extend Creative Economy Council to 2016 through the House Budget. See Attachment B.

Agenda Item 4: Future of the Massachusetts Creative Economy Council

Chairwoman Fruscio, explained the grounding principles and process for the Council and walked the Council through the change in approach. See Attachment C. Tom Hopcroft moved to approve the grounding principal and process, Javier Torres seconded, and the Council voted unanimously to approve.

Kathy Bitetti moved the Council form a Legislative Working Group to monitor and recommend pending legislation pertinent for the creative economy, Lee Heald seconded the motion. The group discussed the session timeline, a few pending bills, and the Council voted unanimously to form this Working Group.

Chairwoman Fruscio, outlined the CreativeNEXT event series for Summer 2012. See Attachment D. The Council discussed the event format and the data and information that will be collected at the events. Javier Torres moved to proceed with the CreativeNEXT event series, Tom Hopcroft seconded, and the Council voted unanimously to approve.

The Council agreed to meet next on September 27, 2012, 3pm at the Boston Society of Architects, 290 Congress Street #200 Boston, MA 02210. At this meeting the group will review the plan generated from the CreativeNEXT series and vote on Priorities. Noting that there was no further business to discuss, the meeting was adjourned.

Attachment A:

**CREATIVE ECONOMY INDUSTRY
DIRECTOR'S REPORT
May 2012**

COMMUNICATIONS

CONNECTION METHOD	TOTAL CONNECTIONS	STARTING CONNECTIONS	ADDITIONS
Twitter Followers	2,535	2,024	511
Facebook Fans	247	0	247
TOTAL	2,390	2,024	758

EVENTS

FOCUS	HOST	EVENT	DATE
Creative Economy	Creative Economy Summit	Greenfield	Yearly
Gateway Cities	Mass Inc.	Creative Placemaking Event	April, 2012
Artists	MA Artist Lead. Council	Artists Under the Dome	Yearly
Craft	Ignite Craft	Common Cod Fiber Guild	Yearly
Cultural Orgs.	MA Cultural Council	Cultural Facilities Fund Announcement	Yearly
Design	IDSA	National Industrial Design Conference	August, 2012
Design	Design Organizations	Design Mixer	January, 2012
Design	DIGMA	Design Education	May, 2012
Design	Design Museum Boston	Creative Mornings	On Going
Design	Design Museum Boston	UNITE	On Going
Digital Games	Reed Exhibitions	PAX East	Yearly
Digital Games	NE Games SIG	Digital Game Industry Sessions	On Going
Digital Games	Mass Digi	Digi Challenge	Yearly
Digital Games	Mass Digi	Digital Games, Playing in the Valley	March, 2012
Film and Media	Mass Production Coalition	Industry Sessions	On Going
Product Launch	Mass Innovation Nights	Mass Innovation Nights	On Going
Technology	MassTLC	UnConference	Yearly
Marketing/Technology	MITX	MITX Awards	Yearly
Region: Boston	Future Boston Alliance	Launch Event	May, 2012
Region: Cape	Cape Creative	Cape Collaborative Conference	March, 2012
Region: Fitchburg	Fitchburg	Informational Sessions	May, 2012
Region: Holyoke	Holyoke	Creative Economy Position	April, 2012
Region: Greater Lowell	COOL, Lowell	Regional Networking Event	May, 2012
Region: Lowell	COOL, Lowell	Creative Conversations	Dec, 2011
Region: Newburyport	Newburyport Chamber	Informational Sessions	May, 2012
Region: North Shore	Enterprise Center	CEANS Networking Event	Nov, 2011
Region: Palmer	Palmer Chamber	Informational Sessions	March, 2012
Region: Salem	Creative Salem	Launch Event	March 2012
Region: Springfield	Springfield	Informational Sessions	May, 2012
Region: Berkshire	Berkshire Creative	SPARK Events	On Going

SHOUT OUTS:

- Mass Film Office and Lisa Strout: Film Production Guide
- Creative Salem, Cape Creative, Future Boston Alliance: Launch
- Mass Digi: One Year Anniversary, Digi Challenge
- City of Holyoke: Creative Economy Director
- Creative Economy Summit 3: Greenfield

- IDSA: 2012 National Event in Massachusetts

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Creative Economy

Massachusetts defines the creative economy to include without limitation the many interlocking industry sectors that center on providing creative services such as advertising, architecture or creating and promoting intellectual property products such as arts, film, computer games, multimedia, or design. Our Commonwealth is on the leading edge in supporting our cultural non-profits, individual artists, and creative industries, which we see as among the most important keys to economic development in the Commonwealth.

Set Goals for Your Business

Do you want to set concrete goals for your creative business and develop a strategy to help you achieve them? Watch a video that walks you through the key steps.

1
2
3
4
5

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RESOURCES

JOBS

COUNCIL

FAQ's

TWITTER

FACEBOOK

HELENA FRUSCIO
INDUSTRY DIRECTOR

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helena.fruscio@state.ma.us

FIND SUPPORT BY REGION

FIND SUPPORT BY INDUSTRY

Attachment B:

Massachusetts Creative Economy Council HISTORY

TIMELINE

June 2008 – Creative Economy Month in the state of Massachusetts

October 2008 – Creative Economy Council Formed by Legislation (attached)

Legislated purpose of the Council is to develop a statewide strategy for the enhancement, encouragement, and growth of the creative economy in Massachusetts, and to promoting through public and private means responsive public policies and innovative private sector practices.

January 2009 - First meeting of the Council at the ICA in Boston

April 2009 – Council formed Working Groups:

- a. Research
- b. For-Profit Creative Industries
- c. Tourism
- d. Regional Creative Economy initiatives

June 2009 – Council reviewed first Creative Economy Report and Regional Roundtables were held with the Governor

August 2009 - First Report submitted to the Legislature (attached)

October 2009 – Council form Strategic Working Group to:

- a. Review existing creative economy legislation to suggest to the full council which pieces should be supported
- b. Coordinate existing economic development initiatives with the Council's work
- c. Write new legislation to address the issues raised in the Creative Economy Council report

March 2012 – Council reviewed draft of the second Report.

May 2010 - Second Report approved by Council, but not submitted to the Legislature (attached)

Sept 2010 –Council Meeting, presentation from MassArt and DIGMA

March 2011 –Council Meeting, presentation from Becker, Mass Digi, and DIGMA

DOCUMENTS

- Legislation forming the Massachusetts Creative Economy Council, October 2008
- First Report from the Massachusetts Creative Economy Council, August 2009
- Second Report from the Massachusetts Creative Economy Council, May 2010

Attachment C

Massachusetts Creative Economy Council FUTURE

Looking Forward

The Massachusetts Creative Economy Council will form strategic Working Groups to organize around priorities. Each group will convene with the goal of producing a “Product” to support the growth of the Creative Economy. These “Products” might be toolkits, legislation, events, workshops or reports, which address the core priorities and goals of the Council. The working groups will be chaired by Council members and can be comprised of both council members, as well as, members of the industry and community that have knowledge pertinent to the topic.

Grounding Principles

The following principles will help to guide the Council’s while voting for priorities:

1. **ONE CLUSTER** Priorities should have an effect on the creative economy as a whole.
2. **ONE STATE** Priorities should have an effect on the creative economy statewide.
3. **INDUSTRY FOCUS** Priorities should be centered on the needs of the creative industry itself.
4. **ACHIEVEABLE** Priorities must have a clear goal and measurable results.
5. **OUTCOME BASED** Priorities should have a tangible finishing point with a product at the end.

Council Process

The following process will help to guide the Council’s to develop priorities:

Lay the Foundation

- CreativeNEXT Meeting Summer 2012, 10-12 events across the state to:
 - **Input:** Provide a foundation within the creative economy where the input from the industry itself, informs the Massachusetts Creative Economy Council’s future priorities.
 - **Engagement:** Engage the creative industry in a discussion about the needs of their businesses, inform them of some of the business support available to them, and provide them with an opportunity to be “part of the solution”, while also quantifying their businesses to gain a better understanding of the industry.
 - **Data Collection:** Poll the industry members about the size and scope of their businesses.
 - **Business Support:** Provide a platform to engage statewide, regional and local economic and business development professionals in the growth of the creative industry through showcasing their service, while encouraging the intermingling of Creative Economy businesses, organizations and individuals with economic development resources and business support organizations.
 - **Government Support:** Provide an opportunity for legislators to engage with the creative economy businesses, organizations, and individuals residing in their districts.
 - **Visibility:** Visibility and press campaign for the Creative Economy across the Commonwealth.
- **Attendance:** Each Council Member should attend at least 2 Meetings.
- **Report:** The findings from the meetings will be formulated into a report, outlining the opportunities and potential priorities to be reviewed by the Council.

Choose Priorities:

- Council will review opportunities and data collected at the NEXT Meetings, as well the previous reports generated by the Council. (Report to be distributed and review prior to the meeting).

- Council members can suggest or nominate priorities, and potential priorities will be discussed, keeping in mind the Grounding Principles.
- Once all priorities are nominated, the Council will vote, each Council Member will be able to vote for 3 Priorities.
- Working Groups will be formed around the top 3-5 Priorities and a Chair for each working group will be nominated.

Working Groups:

- A working group should be chaired by a Council Member and be comprised of Council Members and can include other interested parties.
- A Council member is NOT required to serve on a working group, Council members should only serve on working groups which are valid to their priorities.
- Once a working group is formed they will meet monthly and report back to the Council at the Quarterly Meetings.

Priority Assessment:

- At the full Council Meetings, Working Groups will report on the on their assigned priority and make a recommendation on next steps – “In-Process”, “Achieved”, or “Needs Review”:
- **In-Process:** If a Priority’s goal is deemed “In Process”, it means that the group needs more time to work on the specific priority. The Council will then vote to have the Working Group continue to meet and report at the next full Council meeting.
 - **Needs Review:** If a Priority’s goal is deemed “Needs Review”, it means the working group has encountered unforeseen obstacles and needs the Council will discuss, before moving forward. After the discussion the Council can vote to have the Working Group continue to meet or choose to disband the working group.
 - **Achieved:** If a Priority’s goal is deemed “Achieved”, it means that the group has finished work on the priority and will report the outcomes to the full Council. If any follow up items are suggested, it will be added to the Council’s potential priority list to reassess within the scope of all the Council’s priorities.

Reporting:

The Council’s reports to the Governor’s Office, Legislature, and to the Executive Office of Housing and Economic Development, will happen yearly, recapping the progress made throughout the previous year.

Attachment D

CreativeNEXT Events Summer 2012

Measure of Success: Reach 500 Creative Economy businesses in 6 weeks, 50 companies per event.

Purpose: The purposes of the CreativeNEXT Meetings throughout the summer of 2012 are to:

- **Input:** Provide a foundation within the creative economy where the input from the industry itself, informs the Massachusetts Creative Economy Council's future priorities.
- **Engagement:** Engage the creative industry in a discussion about the needs of their businesses, inform them of some of the business support available to them, and provide them with an opportunity to be "part of the solution", while also quantifying their businesses to gain a better understanding of the industry.
- **Data and Information Collection:** Poll the industry members about the size and scope of their businesses.
- **Business Support:** Provide a platform to engage statewide, regional and local economic and business development professionals in the growth of the creative industry through showcasing their service, while encouraging the intermingling of Creative Economy businesses, organizations and individuals with economic development resources and business support organizations.
- **Government Support:** Provide an opportunity for legislators to engage with the creative economy businesses, organizations, and individuals residing in their districts.
- **Visibility:** Visibility and press campaign for the Creative Economy across the Commonwealth.

Dates: Events will be held on weekdays July 24 - August 16 from 5-7pm. Announce Tour the week of June 23rd.

Potential hosts: Boston, Cape Cod, Fitchburg, Greenfield, Holyoke, Lowell, New Bedford, Pittsfield/Berkshires, Salem, Worcester, additional suggestions?

Event Format: Roundtable set- up with chairs around the perimeter of the space. For each part of the event, different people will be invited to sit at the roundtable to discuss the following:

1. **Industry Opportunity** Hear about growth opportunities from the business owners and organization leaders
2. **Support Systems** Hear about the support systems for the creative industry from business growth organizations
3. **Brainstorm** All participants think globally about how to grow the creative economy of Massachusetts

Post Event Follow up:

1. **Data:** Through eventbrite collect business contact information, business description, number of employees, major markets (local to international). Other?
2. **Publicize:** Create Twitter Hashtag, Facebook albums, and linkedin group.
3. **Report:** Data and ideas synthesized and presented to the Massachusetts Creative Economy Council in Sept 2012
4. **Other?**

Council Participation

1. Attend: Join in at least two of the CreativeNEXT events
2. Become a Regional Partner:
 - Help to secure an event date, location
 - Formulate Invite list of local creative industry, local business support organizations, and elected officials
 - Help the night of event, check in table and event support (2-3 people)

Interested in being a regional partner? Signup sheet at meeting, or email Helena.

3. Become a Statewide Partner:
 - Invite your constituents and members
 - Have staff or a board member at the events to present about your offerings

Interested in being a Statewide Partner? Signup sheet at meeting, or email Helena.